

ASCE WI SE Branch Advertising Policy

Goal

To support the engineering industry by providing a cost-effective advertising opportunity for employment, seminars, training, conferences, classes, meetings, banquets and other industry supporting endeavors.

Cost

The base rate is \$50 for a half page (letter sized sheet). A full-page advertisement is \$75.

Distribution

Advertisements will be included in the Southeast Branch newsletter and also on the shared SE Branch website. The advertisement will run until the date of the event or 3 months (whichever is sooner). Longer run time is possible for both the newsletter and website; contact Nick Bobinski (nbobinski@kapurinc.com) to discuss.

The advertisement will be placed at the end of the newsletter, after all other items. Multiple advertisements will be placed in the order they come in, with later advertisements placed after earlier advertisements. Advertisements will be accompanied by the following note, "This is a paid advertisement, and is not affiliated with ASCE."

Submission Requirements

Email a PDF of the ad or a copy of the advertising request form to Nick Bobinski (nbobinski@kapurinc.com). The ad will be circulated to the Advertising Policy Group for content approval and will be run in the next available newsletter.

- Advertisement requests must be made 1 week prior to newsletter deadline. Newsletter content is typically due the second Monday of the month.
- Payment must be received by treasurer prior to the advertisement running. Please contact Aaron Schramm (aschramm@emcsinc.com) to make arrangements. Check and PayPal are acceptable payment types.
- Text needs to be kept to 10pt or larger for legibility.
- A PDF file is preferred. A completed advertising request form must accompany any request that requires formatting by the ASCE SE Branch. See Page 2 for the request form.

The SE Branch reserves the right to reject any advertisement if it is deemed unprofessional or inflammatory towards race, religion, sex, and other personal entities. No slander or politically driven items will be advertised. The decision will be made by the Ad Policy Group. The Branch reserves the right to modify any fees.

ASCE WI SE Branch Advertising Request Form

Who / Presenter: _____

What / Name of event:

Where / Location: _____

When / Time: _____

How / Contact Info:

Cost / Fee: _____

Paid? Y or N

Handouts available: _____

Description of event / purpose:

Credits? (CEU's or PDH's): _____

Advertisement attached or included: **Yes**
 No (Formatted by Newsletter/Web editor)